



Press Release

The best of Behr and Hella - combined power for your business in the Independent Automotive Aftermarket.

Peachtree City, GA, — Behr and Hella proudly announce the launch of the North American joint venture for engine cooling and air conditioning on April 2, 2007, under the brand, Behr Hella Service. The introduction completes the third step of the global strategy for the Independent Aftermarket after successful launches in Europe in 2005 and South America in 2006.

All product-related activities will be covered through Behr Hella Service in Peachtree City, Georgia. The product range consists of over 1000 parts with 30% of them recently prepared primarily for the launch.

All sales-related issues will be covered through Hella, Inc. – USA, Hella, Inc. – Canada, and Hellamex according to the guideline, “One Face to the Customer.” All former aftermarket customers of Behr Service America in USA, Canada and Mexico will be secured of first-class sales service through Hella Inc. and Hellamex.

The venture's long-term vision for NAFTA is to be the main supplier for European passenger car application and trucks.

About Behr Hella Service GmbH

The EU commission approved the founding of the new joint venture Behr Hella Service GmbH in the independent European automotive aftermarket on December 1, 2005. Automotive supplier, Behr (specialist for vehicle air conditioning and engine cooling), and Hella (specialist for components and systems for lighting technology and electronics) together serve the worldwide independent aftermarket for vehicle air conditioning and engine cooling. The joint venture combines the Behr Service activities on the independent aftermarket and the air conditioning business of the Hella aftermarket organization. Behr and Hella each have a 50% share in the joint venture. The combination of Hella's worldwide sales organization with Behr's product know-how is a natural progression of the already existing cooperation between Behr and Hella in the field of climate control and front-end modules.

For more information, visit www.behrhellaservice.com

About Hella, Inc. & Hellamex

Hella, Inc., located in suburban Atlanta, GA, is the North American aftermarket sales and distribution headquarters for Hella KGaA Hueck & Co. Hella, Inc. provides world-class aftermarket and special OE support to automotive, marine, and heavy-duty accounts in the U.S., Canada, and the Caribbean. Its subsidiary, Hella Inc. – Canada, serves the Canadian market with offices and warehouse in Mississauga, ON.

Hellamex, located in Mexico City, is the Mexico, Central and South America aftermarket sales and distribution headquarters for Hella KGaA Hueck & Co. Hellamex provides aftermarket and special OE support to automotive, bus, and heavy-duty truck accounts in Mexico, Central and South America.

For more information, visit www.hellausa.com, www.hellacanada.com or www.hellamex.com.

About the Behr Group

Behr GmbH & Co. KG, Stuttgart, is a system partner to the international automotive industry. The company group specializes in vehicle air conditioning and engine cooling systems and is one of the leading OE suppliers in the world for both passenger cars and commercial vehicles. In fiscal year 2004, sales were around 3 billion EUR. Behr currently employs about 18,000 people in ten development and 30 production facilities in Europe, North and South America, Asia and South Africa. As a 100% subsidiary of Behr GmbH & Co. KG, Behr Service is responsible for the worldwide spare parts business of the Behr Group on the OES market. In 2004, Behr Service achieved sales of 254 million EUR worldwide, including business on the independent aftermarket. Outside Europe, Behr Service is represented in Asia, North America, South America and South Africa.

About Hella KGaA Hueck & Co.

With its corporate headquarters in Lippstadt, Germany, the automotive supplier develops and produces lighting and electronics components and systems for the automotive industry. In addition, complete vehicle modules, air conditioning systems and vehicle electric systems are produced in joint venture companies. Hella has one of the largest aftermarket organizations worldwide for automotive parts and accessories, with its own sales companies and partners in more than 100 countries. The consolidated sales of the Hella Group are approximately \$3.9 billion. Hella is one of the 100 largest German industrial companies. 24,000 people are employed in 65 plants, production companies, subsidiaries and joint ventures worldwide. More than 2,900 engineers and technicians work in Research and Development. Customers include all leading automakers and systems manufacturers as well as the automotive aftermarket.

For more information, visit www.hella.com.

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